

## Data Discovery

### 1. Aims Grade

#### Purpose:

Aims Grade is a comprehensive analytics system designed to gather, process, and analyze data to provide valuable insights into various aspects of a business. Its purpose is to assist decision-makers in making informed choices by leveraging data-driven information.

#### Stakeholders:

- **Sales Director (Bhavin Patel):** Bhavin is the primary stakeholder seeking insights to improve the company's performance.
- **Management Team:** Other executives and managers who need a holistic view of the company's performance.
- **Data Analysts:** Professionals responsible for extracting, transforming, and analyzing data to derive meaningful insights.
- **IT Department:** Responsible for maintaining the infrastructure necessary for data storage and processing.

#### End Result:

The end result of Aims Grade is a set of actionable insights derived from the analysis of data collected from various sources. These insights are presented in a clear and understandable format, aiding decision-makers in making strategic choices.

#### Success Criteria:

- Improved sales performance.
- Enhanced market competitiveness.
- Streamlined decision-making processes.
- Increased operational efficiency.

### 2. Data Analyst

- **Data Collection:** Gather data from various sources, including sales records, customer feedback, and market trends.
- **Data Cleaning:** Ensure data accuracy by identifying and rectifying errors or inconsistencies.
- **Data Transformation:** Convert raw data into a format suitable for analysis, ensuring it aligns with business objectives.
- **Data Analysis:** Utilize statistical methods and tools to extract meaningful insights.
- **Insight Generation:** Interpret data and provide actionable insights to address specific business challenges.

- **Reporting:** Communicate findings through reports or dashboards.

### 3. Data Warehouse

- **Data Storage:** Store data from different departments and sources in a structured manner.
- **Data Integration:** Combine data from disparate sources to create a unified view of the business.
- **Query and Analysis:** Provide a platform for efficient querying and analysis of data.
- **Scalability:** Accommodate the growing volume of data over time.
- **Security:** Ensure the confidentiality and integrity of the stored data.

### 4. Data Transformation

- **Cleaning:** Identifying and correcting errors, inconsistencies, or missing values in the data.
- **Normalization:** Ensuring data is in a standard format for consistency.
- **Integration:** Combining data from various sources to create a unified dataset.
- **Aggregation:** Summarizing data to provide a more concise and meaningful representation.
- **Enrichment:** Adding relevant information to enhance the overall quality of the data.

By implementing Aims Grade and leveraging the expertise of a data analyst, Atliq can gain valuable insights, address sales challenges, and ultimately improve the overall performance of the company. The transition from Excel sheets to a Power BI dashboard will provide a more dynamic and user-friendly interface for better decision-making.